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SPATULA

OCTOBER, 1894.

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THE SPATULA PUBLISHING CO.,
8 OLIVER STREET, BOSTON

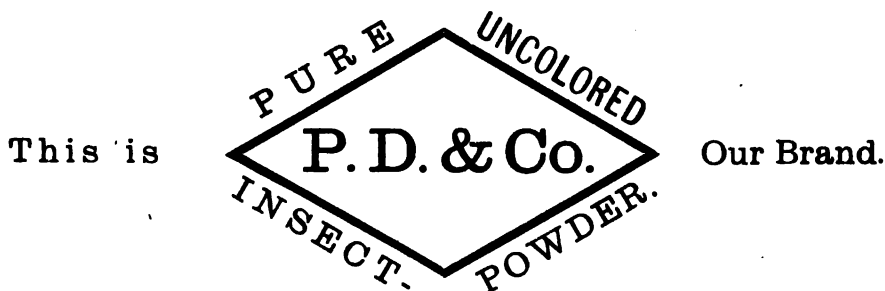
CRUDE DRUG DEPARTMENT.

Parke, Davis & Co., New York.

Offices, 90, 92, 94 Maiden Lane.

Warehouses, 9 & 11 Cedar St.

INSECT-POWDER.



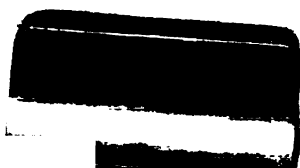
THE BEST IS ALWAYS THE CHEAPEST.

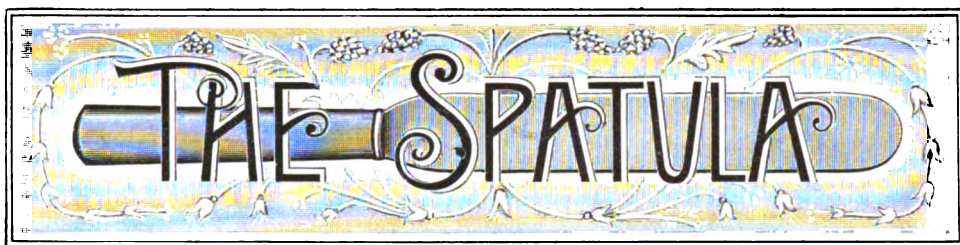
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LO FO TEN NORWEGIAN COD LIVER OIL.





AN ILLUSTRATED MONTHLY PUBLICATION FOR DRUGGISTS.

"KEEP SWEET."

VOL. I. No. 1.


BOSTON, OCTOBER, 1894.

{ 10 CENTS PER COPY.
{ 50 CENTS PER YEAR.

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Suggestions and contributions earnestly solicited.
Prompt attention given to all correspondence.

THE SPATULA PUBLISHING CO.,
8 OLIVER ST., BOSTON, MASS.

WHY WE ARE WHAT WE ARE.

 NOW that papers have become as numerous as the stars in heaven and as diversified as the fishes in the sea, it is necessary that every new comer should give a satisfactory excuse for its existence.

* *

THE SPATULA is its own excuse. It is the intention of its publishers to make it as indispensable to all live druggists as is the instrument from which it has borrowed its name.

* *

THE publication is in no way intended to rival or antagonize the other excellent periodicals devoted to druggists and pharmacists that are already in the field. They furnish the roasts; it is the purpose of the SPATULA to provide the side dishes, the vegetables and the dessert. For a perfect meal and good digestion all are necessary.

THE other journals aim especially at making their readers more learned and skilful pharmacists and chemists. The SPATULA will aim at making them better business men. It hopes, first of all, to be attractive and readable. Each number is to be handsomely illustrated, and the quality rather the quantity of its reading matter will be the first consideration of its editors. Nothing, so far as possible, but original matter, purchased by the publishers, is to appear on its pages.

* *

WHILE journalistic conventionalities and traditions are to be eschewed and changes made in the character of the paper as often as its publishers think it can thus be made the better to serve its purpose, there will yet be a number of permanent features, which, in some form, may be looked forward to with at least approximate regularity.

* *

IT is one of the objects of the SPATULA to keep in touch with both the wholesale and retail trade throughout the United States and abroad, and to impartially comment upon the latest discoveries and inventions that may be of interest to its readers. New methods and ideas will be given espe-

cial attention. The most successful establishments will be described by picture and pen, and, so far as possible, the secret of their prosperity revealed.

* *

THE mysteries of the law, in so far as they affect druggists, will be elucidated in every day English by Professor George Howard Fall, Ph.D., of the Boston University Law School, and author of "The Law of the Apothecary." The market situation will be summarized by experts of the highest authority. The back-bone of these reviews and prognostications will not be dusty figures and statistics but genuine and suggestive ideas.

* *

THE fact that January Frost, of Razorville, Me., has bought half a dozen soda tumblers, or that Josiah Simpkins, of Tom Bean, Texas, is thinking of moving across the street will be unchronicled, but facts of universal interest to the drug trade will be eagerly sought and succinctly published.

* *

THE SPATULA desires the good will of all. The price at which it is published places it within the reach of every druggist in the United States. Each of its readers we wish to make its representative. Any suggestion as to the manner in which the paper may be made the better to fulfil its mission, will not only be gratefully received, but any druggist sending us an acceptable idea, either in the way of advice or in the form of an item for publication, will be rewarded by one year's paid up subscription to the paper.

* *

WHILE the SPATULA will do as much as it consistently can to please its advertisers, it will keep its reading and editorial col-

umns absolutely independent. News of genuine value to its readers will be published, whether each paragraph containing a name is accompanied by an advertisement or not.

GOOD PAY FOR LITTLE WORK.

THE SPATULA wishes practical articles upon practical subjects, from practical druggists. For the sake of encouraging the preparation of such contributions, the SPATULA offers a prize of 10 dollars to any of its readers for the best original article, of 1000 or 1500 words, upon any subject connected with the business of the druggist. The article which is the most suggestive to other druggists and gives the best method of making their business more profitable will be the winner. All competing articles must be in before Dec. 1, 1894.

A FAIR PROPOSITION.

Those Druggists who receive the first issue of the SPATULA as a sample copy must not harbor the comforting expectation that they will also be favored with number two. We should be very happy to send them the paper gratuitously all the rest of their lives, if it were not for the printer, the papermaker, the photographer, the engraver, the writer, the editor, and a long following of others who are so inconsiderate as to refuse to work for nothing. We trust in this issue we have made a "good impression," but unless it is good enough to make the twelve successive numbers of the SPATULA, all of which are to be more attractive than this number, worth the small sum of fifty cents, the impression is not so good as we hoped it would be. Mail us your fifty cents, and we will take the chances of its reaching us.

THE HIGHEST PHARMACY IN THE WORLD.



R. FRED M. SCHMIDT, although a young man in the lower half of his thirties, has risen higher in his profession than has any other pharmacist in the United States.

A year or two ago, he discovered that in these days of elevators there is more than one way of getting up in the world, and accordingly rented a handsome office in the eleventh story of the Schiller Building, Chicago, where, between the patronage of the angels above and the doctors beneath, he finds no difficulty in keeping his store open every day between 8 A. M. and 7 P. M.

Various reasons have been assigned for Mr. Schmidt's opening a pharmacy in the clouds. It is generally believed, however, that he did so to escape the attentions and fascinations of the legions of beautiful Chicago girls who would certainly patronize his soda-fountain and candy-case were he to conduct his business like ordinary, but less handsome, druggists on the ground floor.

Of course, Mr. Schmidt modestly denies this to be the cause of his ascension. He protests that he went up solely to be able to devote himself exclusively to a legitimate drug business, which he found it impossible to do while working on the level with other pharmacists.

Be the cause what it may, Mr. Schmidt does not regret the change, and there is no reason why he should. Besides the valuable patronage of the colony of physicians on the lower floors, he has the prescription business of a large share of the first-class trade in the windy city, a fact that is due largely to his justly earned reputation of being one of the most skilful and reliable



FRED. M. SCHMIDT.

compounders of pills and prescriptions in the West. That this reputation is in no way dependent upon the bizarreness of his business ideas is shown by the fact that he is a shining light in the Chicago College of Pharmacy and a member of the Illinois State Pharmacy Board.

Mr. Schmidt's pharmacy is as well kept and good looking as himself, and, like its proprietor, is entirely devoid of gas. All the lighting and sealing-wax melting is done by electricity. It is said, a match has never been lit inside its doors. A knob here and a button there show how independent Mr. Schmidt is of all such olden time conveniences as lucifers, oil, coal and gas.

MISUNDERSTOOD.

"Have you any of Weed's Pusley Compound?"

"O, yes, we have carried it in stock ten or fifteen years."

"Heavens! Can't you send and get some that's fresh."

AMATEUR PHOTOGRAPHIC SUPPLIES.

THE widespread use of the camera denotes that photography is finding application in every art and every science. The amateur workers are innumerable and the quantity of apparatus sold yearly is phenomenal. Each camera sold means that dry plates and developing chemicals will be periodically required, and the camera is really the smallest item after all.

There is a marked tendency nowadays to discard the tripod camera and to give preference to the so-called detective cameras. These latter have all the advantages of portability, compactness and comparative ease and rapidity of working; but for serious work, where artistic results are more desirable than "snapshots," the tripod camera is to be preferred. With the camera a ruby lamp is necessary, and, if the plates are to be developed at home, trays and chemicals must be provided. Home development is *the* thing. Proper care cannot be given to factory work, and the greatest pleasure in photography is found in the building up of the image on the sensitive plate by development. The various solutions required are inexpensive, and a dark room is easily obtained by waiting until evening.

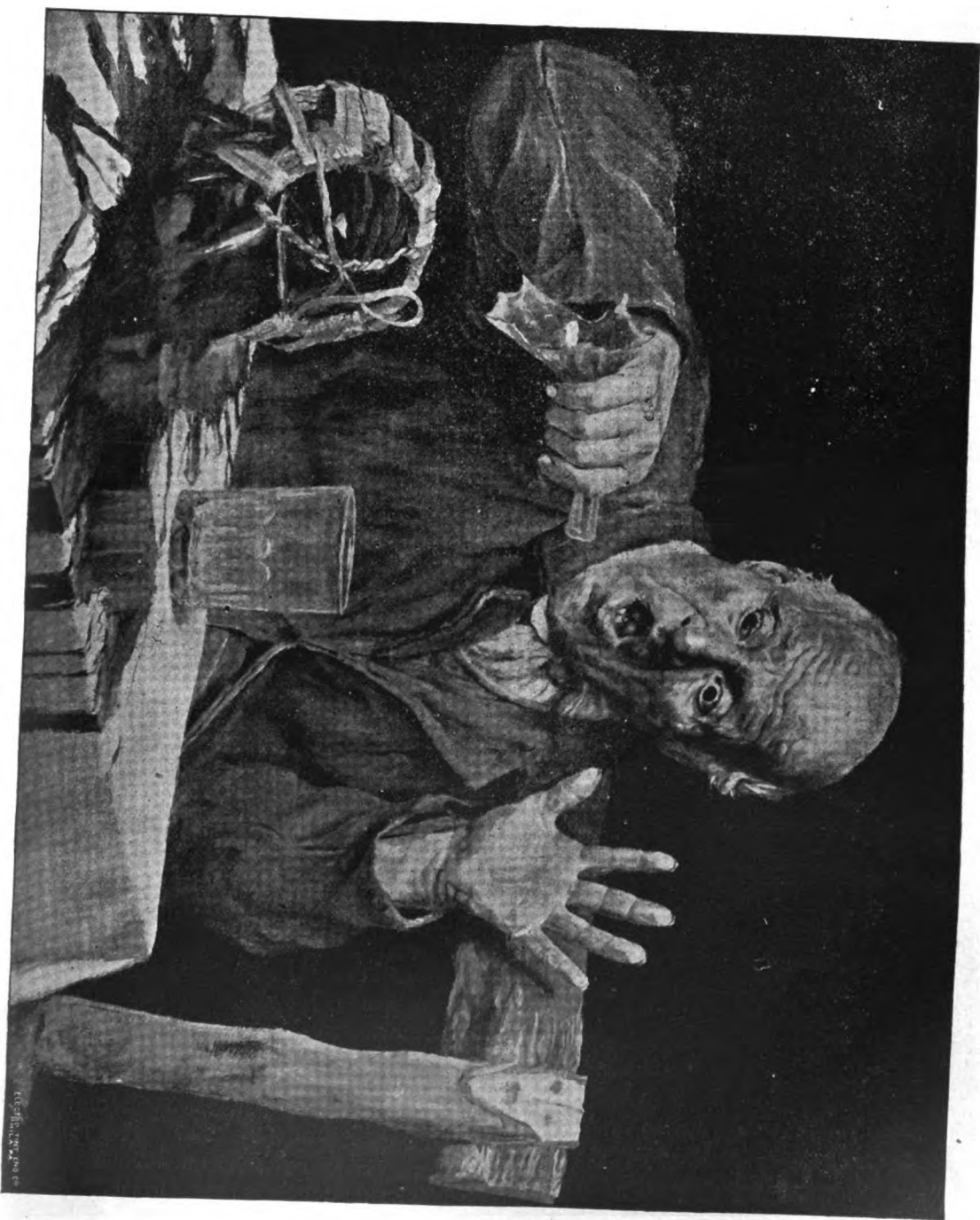
Altogether things have been put into good shape for the amateur. His plates and solutions he may buy ready prepared, and the many text-books on the subject will furnish every information.

It is no new thing for druggists, in both small towns and large cities, to carry a more or less complete stock of amateur photographic supplies; but not nearly so many stores are equipped with these exceedingly



salable goods as should be. All the accessories of the camera are much more in the line of stock legitimately carried by pharmacists than they are in the line of goods in the stores where they are most usually found. Wherever in a town the trade in these supplies is going to a hardware or a stationery store, some druggist in that place has been caught napping and has lost the handling of goods which properly belonged to him, and which would have brought him in a decided addition to his income.

The "craze" for amateur photography is yet at its height, and there are yet many druggists to whom the opportunity of putting these goods in stock is still open. All such should investigate the subject at once and make their plans for supplying their stores immediately with at least some of the smaller and less expensive cameras and a full-line of accessories. In the latter there is in the end more money than in the former.



THE NEW ARRIVAL.—WOMAN.

WHATEVER be the merits of the Banquo-ghost-like question as to the equality or inequality of the sexes, it must be acknowledged that woman has entered the field of pharmacy and has entered it to stay. It would probably be as hard to discover who was the first female pharmacist as it would be to name the real inventor of the telephone or the author of that lugubrious poem, "Beautiful Snow." The condition that confronts us to-day, however, is that the woman has arrived, and has already practically demonstrated the eternal justness and fitness of her being peacefully and gracefully accorded as much of the field as she can successfully occupy.

There are many qualities universally acknowledged to be possessed by woman as a genus, although we regret there are individual exceptions, which ought to make her exceptionally good material from which to manufacture druggists. The experience which she has so laboriously been gaining during all of the thousands or millions of generations since Eve span has given her what has now become an intuitive love for order and neatness, which in no other business is so essential as in that of the druggist. The modern and sensible methods of education have demonstrated also that so far as intellectual training, comprehension and acuteness are concerned she is a human being as much as man is, and in some instances, if one may judge by the way she has stalked ahead in the "mathe-matical tripos" in England, a little more so.

But to leave the general and to come to the concrete, the honor of being the modern female American Esculapius probably



P. N. BUCHNAM, M. D.

belongs more justly to Mrs. P. N. Buchnam, M. D., of Brooklyn, N. Y., than by any other woman.

Mrs. Buchnam became the proprietor, brains and principal working force of a city pharmacy so long ago as 1875. This, it is true, resulted not so much from choice as from sad necessity. At the time mentioned, Mrs. Buchnam had the misfortune to lose her husband, an accomplished physician, who had purchased the store a short time previous, intending to conduct it, not as a life-time occupation, but only for a few years.

The death of her husband left Mrs. Buchnam with, besides the drug store, two small children. The energy and wisdom she displayed in taking care of all three, under often the most discouraging circumstances, showed her to be a woman possessed of more grit, sagacity and business ability than have made some men heroes and others millionaires.

In the first place, the manner of her husband's death, which was caused by smallpox,

contracted from a prescription compounded for a patient, was not only exceptionally sad, but threw a cloud over the business which almost destroyed it, many months having passed before the gross income was sufficient to meet the necessary expenses. Before this cloud had wholly disappeared, it began to be noticed that only a woman was ever seen in the management of the store. Frequently a customer would ask, "Do *you* put up prescriptions?"

This was a very trying period. The world had not wagged along so far as it has now. Mrs. Buchnam had to contend not only with contagion, but with tradition, prejudice and ignorance, which proved to be obstacles scarcely less bothersome. Even the medical profession, so special and narrow was its education, looked askance upon her, and retarded rather than advanced her progress.

Through it all, for years, the undaunted woman put in sixteen hours of good solid effort out of every twenty-four.

In spite of all the drawbacks, the woman has succeeded, has, in her own words, "supported herself and family and has had the opportunity of teaching the public many wholesome truths."

Mrs. Buchnam will bear the test of greatness: she thinks she has done nothing. "When any one compliments me," she says, "as they some times do, instead of giving

me pleasure, it annoys me because it implies, or seems to imply, a detraction from all other women, as though I had done something they could not do. I did not chose to keep a drug store, I had purposed a far different and wider field of usefulness."

"I had studied medicine, not one system alone, but all the different schools. I was a student rather than a woman of affairs. I did not study simply for a profession. I wanted to know the true science of life so that I could teach the people how to live in order to avoid sickness rather than how to relieve their suffering when by wrong living they had brought distress upon themselves. I came to see that the practice of medicine is only a sort of tinkering and patching up of the poor abused body. I aspired to do higher work. I found that people needed a physician of the mind more than of the body." All of which shows that the doctor is also a philosopher.



The elder of Mrs. Buchnam's daughters graduated last June, with the first honors, from the Brooklyn College of Pharmacy and is proving an able assistant to her mother. She has already acquired the business habit, which we had previously supposed was exclusively a masculine one, of throwing letters unread into the waste basket. It would almost seem as if she were divinely intended to be an editor. The other daughter is at college.





THE DRUGGIST AND THE LAW.—THE LOTTERY QUESTION.

BY GEORGE H. FALL, PH. D.

Lecturer in the Boston University Law School.

Competition in the drug business, as in other branches of commerce, has induced some druggists to adopt methods whereby customers are to be attracted. In its efforts to break up the "Louisiana" and some other lotteries, the law, by reason of its generality, has quite unexpectedly interfered with several enterprises which in themselves were very harmless. Lately a question arose as to the prize distribution offered in a trade publication by the A. J. Wells Manufacturing Company, of Syracuse, which offered prizes to a specified but undetermined number of purchasers of its goods. The Postmaster General of the United States declared the scheme to be a lottery and the United States mails could not be used for its furtherance, and the offer was

therefore withdrawn. One of the most recent schemes is that of a magazine which offers \$1,000 to those of its purchasers, who shall guess nearest to the correct standing of the league base ball clubs at the end of the season. It remains to be seen if the publishers are to be allowed to carry out their scheme.

This leads to the consideration of the question of what are lotteries. While laws have been enacted by the States as well as by the Federal Congress, on the one hand, to destroy this industry, as it might perhaps be called, artifices and devices are, on the other hand, sought to evade it.

As a general rule, every scheme for raising money by selling chances to share in the distribution of prizes among persons

purchasing tickets; in short, every scheme for the distribution of prizes by chance, is, legally speaking, a lottery, and, whether under that name, or under the various titles of policy, gift enterprise, raffle, &c., &c., its legal status is equally unlawful.

The prize candy scheme is one of the best known methods attempted to evade the law. Boxes were filled with candy and in some of them were put prizes ranging in value so that every purchaser of a box of candy had a chance to procure a prize, provided he picked the right box.

The element of chance entering into this scheme is clear, and that the courts declared it a lottery is not astonishing. And so a second scheme consisted of selling a certain class of goods, and with each sale giving an envelope containing a number which called either for a blank or some article of silver ware as a prize. The scheme is simple: a box of candy, a bottle of perfume or a package of tea, were sold, and in each box was contained an envelope which called for a corresponding number among the silver ware spread out in tempting view before the covetous customer. If the number was found to be among the ware the winner received it.



sold.

One of the simplest methods was that

This was also held unlawful, and in this case the court went further and decided that the wholesale dealer who sold the gift enterprise, tea and silverware, for the purpose of this scheme of distribution could not recover for the value thereof because of the illegality of the object for which they were knowingly

used by a bookseller in North Carolina. He had a lot of old books which he was anxious to dispose of, so he proposed to sell each book at its regular market price, but offer to the purchaser of each book a prize to be drawn on the purchase of each volume. These prizes were of various values, from two gold watches valued at \$40, gradually down to a box of wafers or a slate pencil. The number of prizes were equal to the number of volumes, running up into the hundreds.

It would seem that here the paying of the ordinary market price for the volumes bought, would remove the element of illegality, because the purchaser received the value for his money, but the court held that the inducement held out to the purchaser to procure a prize by chance, constituted a lottery, and as such it was treated.



No doubt can exist as to the correctness of these various decisions and their applicability in every analogous case. The federal government, while it cannot prohibit by legislation directly, has prevented the use of the mails for the purpose of furthering any lottery scheme, and the various states have either by their constitutions or by their statutes, provided against schemes in the nature of lotteries. Even Louisiana and Delaware, which countenanced them the longest, have fallen into line.

The point to remember is, that lottery does not only mean a distribution of prizes by lot on a ticket sold to the purchaser, but every scheme by which the elements of chance is to determine the winner or the thing to be won.

The sale of land by lot, the giving of a ticket to each purchaser in the store, and

then placing the corresponding numbers in a wheel and drawing the lucky number from it, giving to the winner a town lot or anything else ; or any schemes of this kind

which are resorted to, in order to increase customers and trade, are unlawful, and are as much lotteries as the late great Louisiana or the new Honduras.

THE LATE JOSEPH BURNETT.

It is with pleasure that we present to our readers on the opposite page the most life-like and artistic picture of the late Joseph Burnett that has yet been published. His kindly features are so familiar to so many of both the older and younger members of the drug and allied trades that we are sure we could have chosen no subject for a full page portrait that would have been to them more welcome.

It was a sad coincidence that two such noble and successful and well-known pioneers in the trade, and at the same time two such intimate friends and co-workers, as were the late Theodore Metcalf and Joseph Burnett should both go away into the land beyond almost at the same time. The sphere of action of each of these distinguished pharmacists and manufacturers had for many years included not only all our own country but many other countries besides. Their fame and that of their preparations was not only local but national and world-wide.

Mr. Burnett, who was born in Southboro, Mass., in 1819, received as good an education as the schools of those days afforded, and began his career as a pharmacist in 1837 as a clerk in the store of Mr. Metcalf. It was not long, however, before the latter saw the advisability of taking him into partnership, a relationship which continued until Mr. Burnett became entire owner of the establishment. This period of his life was

quickly followed, he having sold his store back to Mr. Metcalf, by his entry into the business which brought him his great wealth and made his name a household word.

In the management of his manufacturing business Mr. Burnett showed exceptional foresight and a business talent that was little less than genius. He was in all things progressive. This was shown in a remarkable degree in the part he played in the introduction of ether into general use as an anæsthetic. He was present at many of the earliest experiments and imported some of the first that came to America.

He was in all things a modest man and believed that worth sold more goods than noise. He was far enough ahead of his times to believe in extensive advertising, but even in this he religiously refrained from boasting and deceiving. The plain but always tasteful and explicit labels upon his extract bottles exemplified the man.

Mr. Burnett was a devout, active and unhypocritical church member, and many are the charities that have been helped from his generous purse.

The business of the firm of Messrs. Joseph Burnett & Company is now carried on by Mr. Robert Burnett and Mr. Harry Burnett, both sons of the late Mr. Burnett. The younger generation are conducting the business upon the same general principles as did their father, and with equal success.



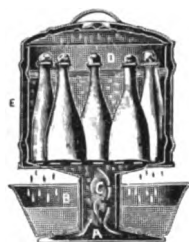
EVOLUTION OF THE STERILIZER.

THE process of sterilizing milk is so simple and its history so short that the "evolution of sterilizer" seems almost a misnomer. Nevertheless, several varieties of apparatus, showing successive stages of improvement, have already been made for the killing by heat of those active and noxious germs known under the various aliases of microbes, bacteria, bacilli, micrococci, etc., which propagate themselves so rapidly in milk, and which have succeeded in killing off more of the human race in infancy than in maturer years have been sacrificed in war.



The Taite.

The sterilizer is an invention of the present generation. It was but a few years ago that Professor Soxhlet performed his first experiments, and satisfactorily demonstrated that milk by being subjected to the temperature of live steam for about three quarters of an hour was freed from all disease germs while its nutritious qualities were but slightly impaired. The instinct of mothers had taught them many years previous to this that the boiling of milk resulted in making it more wholesome for their children; but why this was so they had no idea. They had empiric knowledge of the fact and that was sufficient. Professor Soxhlet's experiment was a scientific one and we knew exactly what he had accomplished; he had slain thousands and millions of bacilli.



The Arnold,
A—Steam Generator..
B—Reservoir.
C—Steam Passage.
D—Sterilizing Chamber.
E—Hood.

Dr. Soxhlet's discovery was taken up in America by Dr. A. Caille, who did much to bring sterilization into favor here among physicians, all of whom soon learned to appreciate its merits. The advantages of sterilization being once so thoroughly discussed and acknowledged, it was naturally not long before the sterilizer began to be manufactured as an article of commerce. There was a large demand for a simple, effective, and inexpensive apparatus. This was very quickly supplied by Messrs. Wilmot, Castle & Company, of Rochester, N. Y., who placed on the market the Arnold Sterilizer, the principle of which is radically different from the Soxhlet apparatus, as in the former the object to be sterilized is not placed in boiling water but is given a genuine steam bath, which insures an evenness of temperature during the entire operation. The construction of this apparatus is so well-known to the readers of the SPATULA that a detailed description is unnecessary. It has an additional value from the fact that it can instantly be converted into a "Pasteurizer" by simply removing the head. This sterilizer has met with a deserved popularity and is in use in nearly all the hospitals in the United States as well as in thousands of private families.

THE same firm also manufacture for domestic uses the Rochester Sterilizer, which is a simple and less expensive apparatus

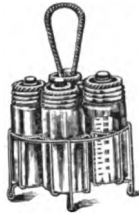


The Rochester.

than the Arnold. It consists of an outer sterilizing vessel, made of prettily finished tin, with convenient handles and cover, and a rack holding eight graduated bottles. The rack is shown in the

illustration. It is sold at \$2.00.

To meet the demand for a less expensive sterilizer for family use than either the Arnold or the Rochester, the Woodbury Glass Works are about to place upon the market a new and exceedingly simple device to be called the "Woodbury," which is to retail at one dollar. It is constructed upon the original principle of Professor Soxhlet, although it is in no way an imitation of the earlier apparatus. The picture shows its chief features.



The Woodbury.

The jars in the sterilizer are filled with milk, the lids screwed down and the small caps unscrewed but not removed. The sterilizer, jars, and all, are then placed in a vessel of boiling water which is immediately removed from the fire. After three minutes the small caps are screwed down. The jars are left in the hot water twenty minutes and then placed on ice. The sterilization is absolute. The sterilizer has already been introduced into a large number of hospitals and is recommended by them very highly.

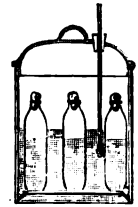


The Van Heusen.

THE Van Heusen Compress Heater, Milk Sterilizer and Pasteurizer was patented to Dec. 27, 1892, and has already met with a very large sale. While it costs

more than do most other sterilizers, it has a much greater field of usefulness. Its construction is shown by the cut. This apparatus is adapted also for the sterilizing and pasteurizing of milk, the heating of compresses, poultices, etc., and is intended for the use of the physician, surgeon, chemist, hospital and home. The retail price is \$4.00.

The Bureau of Animal Industry of the Department of Agriculture recommend a home-made apparatus for those who cannot, or do not wish to buy one. Its construction is shown by the figure. It is of little interest to druggists, however, as it will never probably be placed upon the market, and is not likely to interfere with the sale of others.



Ag'l Dept.

The Taite sterilizer, one of the most recent arrivals, is manufactured by Joseph G. Taite's Sons, of Philadelphia. It utilizes the hot water rather than the steam principle, and is equipped with genuine, oval nursing bottles.



The Siebert.

WE illustrate also Dr. Siebert's Graded Infant Feeder and Sterilizer, which is supplied to the American market by Messrs. Eimend & Amend of New York. Each bottle is marked with figures indicating the quantity it will hold, and with lettering stating for how heavy a child that quantity of milk is adapted.



THE DRUMMER'S EXPERIENCE.



EN years ago found me in a small town in the State of New York a new grip in my possession, a new line of goods in my aforesaid grip, and an ambition to do up the entire West from Buffalo to San Francisco. I had the best line of goods ever manufactured; I knew it then, I believe it now, and I started in with a confidence and enthusiasm not unknown to many a novice.

I showed my samples to several physicians who were warm in praise, and gave me many a written approval, which I securely buttoned in my inside pocket to "derrick" an order from each and every unsuspecting dealer in town. I saw in my imaginative mind's eye the expansive smile which overspread my employer's face, and

noted his hearty "Well done, thou good and faithful, etc."

With my written recommendations I lay for my first man. He was out of town for a week. This was a little dampener, but, of course, I couldn't sell a man who was out of town, and then there were three other apothecaries in town, and they would surely heed the instructions from my M.D. friends, who would use the goods if they, the apothecaries, would stock them.

So I hied me to the next man. I talked of the weather, the crops, politics, bought a tooth-brush, got the "Drugger man" feeling well, and then sprung my samples on him. Then, to clinch an order, I showed up my magic epistles from the physicians of his town.

He said my goods were the best he ever saw; would use them later, but would not buy now, for he was overstocked with other goods, which would be left on his hands if he bought more, and no power could induce him to reconsider his determination.

I left him, went around the corner, broke up the tooth-brush I had purchased and wasted the pieces on the "desert air."

I showed up my documents, signed by six of the most prominent physicians, commending my goods, to the third knight of the pestle, and he with an unrivalled burst of profanity consigned physicians in general, and those of his own town in particular, to such unlimited depths of hades as to bewilder me in their remoteness. He said if they wanted them it was the best reason in the world why he wouldn't buy them.

My third intended victim had gone to tea before he came within reach of my eloquence, and would not return that night,

and there was left standing in the cold gloaming a new drummer with a new pain in his heart, and an awful feeling that he was hundreds of miles from home with a fine lot of goods that no one wanted to buy. It was the most lonesome feeling I ever experienced. Burned into my brain was the direful word, SKUNKED. I left that town and arrived in Erie, Penn., as homesick a mortal as ever trod the earth's surface.

With varying fortunes I worked out and into the State of Wisconsin, to my mind the worst of the fifteen states in which I have done business. Here I fell in with a drummer from Keene, N. H., an old-timer. As I lived in Massachusetts, meeting in Racine, Wis., we were quite near neighbors. With him I toured the country for a good part of a month, finding his suggestions timely and of much benefit.

I had, meanwhile, run against a competitor, whose goods were known throughout the length and breadth of the land. My house had never been heard of in that or any other locality. I got my share of the orders but was anxious to escape from him. So, surmising he was en route for Milwaukee going north, I started, by my friend's advice, that night due west for the little town of Burlington.

We arrived at about 11 o'clock, and I was congratulating myself on leaving far behind my *bête-noir*, when you may judge my surprise as I saw climbing into the bus the elongated form of him I dreaded most. He did not see me and I took care not to let him, allowing him to alight and register, telling my friend to register for me. Waiting until the landlord had gone with him to his room, I stepped along and saw "my enemy" registered Room 17. I inquired if there was a call for 17, and the boy in at-

tendance said yes, one for six o'clock? A wicked thought flashed through my mind and I quickly replied, "Make it eight o'clock, please." Then when the landlord again appeared, I stole up and softly whispered, "Put down a call for 21 (my own room) at six o'clock."

Thereupon I went out and interviewed the town's police force, which consisted of a Dutchman, a bull's eye and a dog. He informed me that there were two drug-stores, and I would surely find one of the brothers of the best one in the store as early as half past six the next A. M.

I was up at six and before seven o'clock had booked a most desirable order. Then over to the other store I went and landed the other man, and went back to the hotel for breakfast, meeting my competitor going in as I came out the dining-room. I should like to have a photograph of his expression as I saw him at that time.

I had found out by my few weeks' experience in that county I had to be up and coming or I would soon be called home. as "good impressions" wouldn't pay travelling expenses.

My next move was to send by mail to Beloit, where there were seven dealers, the information that I was coming and that it would be to their advantage to see my samples before purchasing elsewhere. My friend had previously pumped my evil genius and found he was going to Beloit, taking in the different towns on the way, and then intended to swing in to Chicago again by way of Rockland and Elgin.

I lost no time in telegraphing one of our men then in Elgin to hurry along and do all the towns I was scheduled for east of Beloit, while I would try and hold him, my competitor, back to give our man in Elgin time to run in, which he accord-

ingly did. Should "my competitor" ever read this and recognize the circumstances, he will now know how it was that this "Yankee drummer" could be in so many places at one and the same time. He probably never knew there were *two* of us.

I checked my baggage for Elkhart, taking care "his nibbs" should know when I was going, and I saw he was ticketed (or my friend saw and told me) for the same place. I tossed my baggage back into the train at Elkhart, telling the baggage-man I was going on. While my friend engaged the attention of the man I was trying to outwit, I sailed away to Delavan, knowing I was free for a while, as there was no train until late in the afternoon. But my lad missed me and came in on a freight, but not until

I had sold four of the five dealers there; but we were together again and we went into Beloit "Horse and Horse."

My good luck did not forsake me, for I found my scheme of letter-writing worked and I sold every man in Beloit (seven bills). My friend, who joined me later on, told me my competitor did not sell an order and left the town disgruntled and disgusted.

I am not going to write how he dusted my jacket up in Fond du lac, Oskosh, etc., for it would read prettier to him than it would to me, for he laid me out cold.

I think I have already shown the ups and downs of a drummer's life and some of the methods necessary to get ahead of the other fellow.

JOE KIGGINS.

THE NEW YORK MARKET

The opening number of *THE SPATULA* could not have appeared at a more opportune moment. During the past nine months, or possibly one year, such an utter stagnation has settled upon the wholesale markets of New York as to make letters of this character most uninteresting and discouraging. Now, however, all is changed. We have a definite tariff bill under which the country must work for at least a period of a few months. While it is unsatisfactory to everybody, it is at least something definite in most lines. Therefore, business has sprung up, and in every feature is most encouraging.

To druggists there is, perhaps, no more important feature in our new tariff bill than that relating to alcohol. The law of the land to-day, according to the Wilson bill, is that alcohol shall be furnished to the arts

and to manufacturers of medicines and kindred interests, free. The law, however, provides that the Secretary of the Treasury shall formulate the rules under which free alcohol shall be furnished to the arts and to manufacturers of medicines. The bill being so ambiguous in expression has resulted in making it impossible for the Secretary of the Treasury up to the present hour to formulate and promulgate such regulations. The result, therefore, is that no manufacturer of medicines knows at this hour what he has to pay for alcohol, whether the full rate with duty added, or the comparatively low rate if the taxes are remitted.

I learn that the strong probabilities are that the Secretary will be compelled to report to the next Congress that the law, so far as alcohol is concerned, is inoperative, for the reason that no provision has been

made to put it into execution. Our worthy Secretary of the Treasury may be able to release himself from this dilemma within the next few days, but it is exceedingly doubtful.

Basing my judgment upon the population of our country, there are probably 70,000 retail druggists within its borders. I therefore assume that I am addressing in this communication that number of interested men or at least the larger proportion of them.

The purpose of this letter, therefore, is to advise this army of readers of the general condition of the wholesale drug market in New York. At the moment of writing, the general tendency of our market is downward. This, however, must very quickly cease, as under the regulations of the tariff bill, whether satisfactory or unsatisfactory, the various manufacturing interests of our country must soon start up, thereby employing more men and disbursing more money. The following itemized statement will, however, be of interest to the readers of THE SPATULA, and may be depended upon as accurate :

OPIUM.

I am advised that a very large crop has been harvested, and that the stocks of the country are in excess of stocks held for many years past. Speculators have endeavored to advance prices but without results. Higher prices than those at present prevailing need not be looked for.

MORPHIA.

The present prices of morphia are quite in harmony with the price of opium, and for the same reason will probably remain stable for some time to come.

INSECT POWDER.

The Dalmatian insect powder for long

years past has been depended upon as a perfectly reliable insecticide. Cupidity on the part of manufacturers has, however, led to such broad adulterations of this powder as to largely affect its sale. If the powder be pure and the flowers from which the powder is prepared carefully selected, there is no more reliable insecticide known. The price of the Dalmatian insect flowers has been steadily declining, as the crop is reported unusually large. All buyers, therefore, should refrain from purchasing more than they absolutely require, until within the next two months values are decided upon.

QUININE.

As is well known by all the pharmacists of the country, the German manufacturers have gradually, and to a very great extent, monopolized our market, and the price of this important salt, sulphate of quinine, is largely controlled by their action. The entire trade of the country has been in a state of expectancy for the last four weeks of a further advance on the part of German manufacturers. Up to the hour of this writing this advance has not been made in this country, although abroad they have advanced the price about 2½ cents per ounce. There can be no question but a like advance, if not a greater, will soon occur in the United States. Therefore, no mistake can be made on the part of druggists, in laying in their supplies of quinine pills and like products without delay.

COD-LIVER OIL.

The result of the Norwegian fisheries is now well known and amounts to about 75 per cent. of the catch of last year. There is great firmness in our market at present, and but little doubt that higher prices will

prevail when with the advent of winter the usual demand for this oil is made.

MENTHOL.

This is in light stock. It is possible that later on, but not before February, the arrival of the new crop from Japan will somewhat modify prices, but the expectations in that direction are not strong.

COCAINE.

Although there has been a recent advance in the price of muriate cocaine, there will, without question, be a further advance in the very near future, as the material from which it is made is advancing very rapidly in price.

WHAT SOME DRUGGISTS DO.

Under this head we wish to publish each month short accounts of methods pursued by different druggists to attract trade and facilitate their business. Every druggist who thinks he has a way of doing any particular thing connected with his business that is different and better than the way followed by other druggists is earnestly requested to write and tell us about it, that his fellow pharmacists may have the benefit of his experience, and he have the happiness that comes from the consciousness of having allowed his light to shine forth.

Some druggists know how to keep their stock all the time in motion, allowing nothing to grow old; others have a way of doing up their packages that makes each article that leaves their store an effective advertisement; others have a way of "keeping sweet" under the most trying circumstances and thereby retaining the trade of all the boys, old maids and other cranks;

ESSENTIAL OILS

Peppermint exhibits a constant downward tendency. Anise is higher, active, and will, without doubt, be still higher. Cassia also is higher. These advanced prices in anise and cassia are due very largely, no doubt, to war reports from China. Cloves are advancing, owing to the increased price of the raw spice.

Lemon and orange are exceedingly firm in our market. While there may not be higher prices, lower cannot be anticipated.

This is an original and authentic report of the New York drug market, written especially for the Spatula, by one who is acknowledged to be one of the best posted men in the United States on the conditions of the market both at home and abroad.

yet others have their individual methods of dealing with the opium or alcohol inebriate or the would be suicide.

A paragraph or two from each of these different classes as well as from each of the various other unspecified classes of druggists who have their own ways of accomplishing things, would be of great interest to the readers of the SPATULA. Send them in! If any article, however short, needs illustrating and you have the photographs or other pictures, forward them to us and we will do the rest.

PICTURES, PLEASE.

Druggists who take especial pride in their stores and think they have succeeded in arranging the interior or exterior of their establishments in a manner that makes them both attractive and unique are requested to send us photographs giving an inside or outside view, or both, and, if found practicable, we shall be glad to reproduce them. We should like, also, a photograph from the man who believes he has the most disreputable looking shop in the United States.



THE STRUGGLE FOR PUBLICITY.

N. B. Nothing in this department is paid for, nor is any item intended to be either a "puff" or a "slap."



QUESTIONS concerning paragraphs in this department will be cheerfully answered.

* *

LUNDBURG's latest perfume, "Peach Blossom," is daintily advertised in the popular periodicals.

* *

THE advertising matter relating to Deane's Dyspepsia Pills is now being given out.

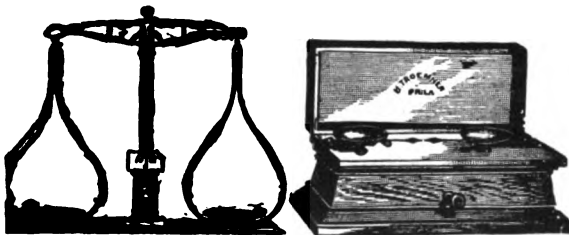
* *

MR. BEECHAM affirmed in an English Court recently that he spent annually in advertising over \$550,000.

* *

THE decision of the courts, giving Cheseborough the exclusive right to manufacture vaseline, is an advertisement worth almost all it cost.

* *



THE above cut is not intended to represent some antiquities covered with rust and dirt, which have just been excavated from the ruins of Herculanum, but the wares of a house that has the reputation, justly earned, of making as delicate instruments for the weighing of hairs, powders, dust and shadows as are manufactured in the world. The

cut, which must seem very familiar to almost every druggist, is an exact duplicate of one that is now, and has long been used in its advertisements by one of the best scale manufacturing houses in America. Should a paper print the cut over a firm's name anywhere except in its advertising columns, it would be, or should be sued for libel. As an example of illustrating in advertising which does not illustrate this is a dandy. We advise Mr. Troemer to have a new and a more truthful cut made, or else his well deserved reputation will be in danger of suffering.

* *

THE Crown Lavender Salts are too well known and too well liked for it to be necessary for their advertisement makers to spoil so many pretty half-tones of old English landscapes by plastering signs across them. They use enough space to make such vandalism entirely uncalled for.

* *

FEW subjects lend themselves so well to artistic treatment as would Brush's Remedy for sea-sickness; yet in all the newspaper advertising about this new preparation we have not yet seen a single cut, good, bad or indifferent. The ad's nevertheless are noticeably well written and arranged.

* *

THE Rose Drug Company, of Birmingham, Ala., has purchased \$25,000 worth of publicity for fall use. Their tobacco and snuff cure, which is being handled more and more by druggists, is having a very large sale.



THE above cut is the result of the originality of an enterprising Roxbury, Mass., druggist, Mr. Charles A. Miller, who uses it in a series of three, all equally good, to advertise a preparation of his own called Kra-nol. The cut now in evidence represents the druggist's cat "after a dose of Kra-Nol. It's so different." There are thousands of druggists who would do well to wake up and take a hint from Mr. Miller. Do something original and if it is in good taste you will hear from it.

* *

Messrs. Keasby & Matteson, of Ambler, Pa., manufacturers of Bromo Caffeine, have just placed a large advertising order with a New York agency.

* *

Messrs. J. H. Zeilin Company, of Philadelphia, who manufacture Simmons' Liver Regulator, are making arrangements with the newspapers to advertise their medicine.

SOME of the most effective ad's of the summer were those illustrating the virtues of Buttermilk soap. It is an excellent article to help one "keep sweet."

* *

THE Continental Chemical Company, a corporation recently organized in Cleveland, Ohio, with a capital of \$30,000, is arranging some attractive advertising matter.

* *

H. B. FOULD, manufacturer of Dr. Campbell's safe arsenic complexion wafers, 218 6th Avenue, New York, furnishes druggists upon applications a handsome lithograph printed in twelve colors.

* *

MESSRS. Scott and Bowne, the manufacturers of Scott's Emulsion, have ideas of their own about advertising, and in every case insist upon having circulation guaranteed. When they bite, however, they take a mouthful.

* *

THE Zozodont ad's in both the English and American papers have the same picture of a wooden man dressed in sack-cloth, with a cape around his waist, trying to saw his head in two, that they had back in the sixties. It speaks volumes for the preparation that in spite of the picture its sales continue good.

* *

THE Sterling Remedy Company, of Mineral Springs, Ind., which recently offered to pay the railroad fare and all the expenses at the Springs for one week, of any druggist in that State who ordered a certain quantity of No-to-bac during September, has met with so much success in its scheme that it is possible a similar offer will soon be made to every druggist in the United States.

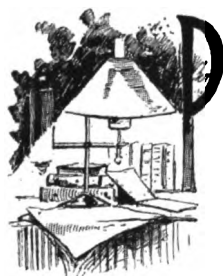
* *

THERE are no better examples of what may be accomplished by illustration in advertising than most of the work put forth by the Doliber-Goodale Company. It believes that full-page advertisements costing thousands of dollars are worthy of good pictures, and accordingly does not hesitate to employ the services of the very best artists and engravers. The Mellin's Food ad's in such high class publications as the *Youth's Companion*, the *Ladies' Home Journal*, *Life*, etc., are always as handsome and artistic as anything in those periodicals. On another page we reproduce a little gem recently used by the company.



A MELLIN'S FOOD PICTURE.

WITH THE PUBLISHERS.



BLACKISTON, SON & COMPANY, of Philadelphia, have made arrangements with Dr. Vigil Coblenz, Professor of pharmacy in the College of Pharmacy of New York, to publish for him this autumn a text-book on pharmacy. It will be a very complete and thorough work. The au-

thor's acquaintance and experience assures it at once an extended sale as a text-book. The same firm will also publish a work on "Organic Materia Medica and Pharmacognosy," by Professor L. E. Sayre, Dean of the College of Pharmacy of the University of Kansas, Lawrence. This work will contain about 400 illustrations, most of them original drawings of the finest quality.

A THIRD and revised edition of Dr. Elias H. Bartley's "Text-Book of Medical and Pharmaceutical Chemistry" is published by Messrs. P. Blakiston, Son & Company, of Philadelphia. The fact that the course of instruction in most of our American medical colleges has been increased from two to three years, while in some it has been extended to even four, has made it necessary for the text-books used in these institutions to be amplified correspondingly. It was to satisfy this demand that Dr. Bartley practically re-wrote his text-book, which in its earlier editions rapidly acquired the reputation of a standard work. He has included in the new text the results of the most recent discoveries as well as much valuable information which the limits of the first and second editions made it necessary to omit. In this last volume there is a description of many of the synthetical remedies which have recently been so generally introduced to therapeutics. The work will be found not only invaluable to the student, but of very great utility as well as a work of reference, as many of the subjects are quite exhaustively treated, while scattered throughout the volume are a large number of accurate tables. The book is furnished, moreover, with a perfect index, which is to any volume what hair is to a woman, its crowning glory.

NEW ENGLAND druggists will find in "The Law of the Apothecary" just published by Irving P. Fox, Boston, a complete compendium of both the

common and statutory laws governing their business. It is very noticeable that the trade and profession of the apothecary are in America much less hampered by legal restrictions than they are in most foreign countries; nevertheless, the laws here are numerous enough to make a compilation of this character very useful. The book is written and edited by George Howard Fall, LL.B., Ph.D., lecturer in the Boston University Law School, and will doubtless become an authority with druggists throughout the section for which it is particularly intended. It is printed in large type, has an exhaustive index, and is substantially bound in half leather.

THE beginner and even the expert will find the book "How To Make Photographs," by T. C. Roche, published by E. H. T. Anthony & Co., of New York, of much value. The choice of a camera and the various stages in the making of a picture are fully treated.

THE J. B. Lippincott Co., of Philadelphia, published a new (third) edition of Remington's "The Practice of Pharmacy." This treatise is pronounced by competent authorities "the most valuable work on pharmacy ever published in any language." Druggists buying the book through the SPATULA receive the book at the publishers' price, \$6.00 (cloth), or \$6.50 (sheep) and the SPATULA free for one year.

The Germans have a motto; Wir sind nicht, wir werden; we are not, but we shall be; so its publishers request that the Spatula be judged not by what it is, but by what it is to be.

In the next number of the Spatula will be an article upon a possible paying innovation in many pharmacies. Druggists who are on the lookout for methods of popularizing their stores and increasing their trade cannot afford to miss No. 2.

Druggists are earnestly requested to send to us any legitimate questions concerning the law affecting their business, which may occur to them. Questions sent to us in good faith, the answers to which will be of general interest to the trade, will receive prompt attention. The answer in each case will be the opinion of a competent lawyer.

WHAT'S NEW.



THE marginal cut represents a patented "medicine time indicator and poison preventive," which has recently been placed upon the market in England. It is in the form of a label which is to be gummed or suspended from a bottle. Its purpose is to record the time of the last dose, or when the next dose should be given, and also as a mark to distinguish bottles containing medicines or poisons from those containing other articles. It consists of a label, upon which is printed a series of numbers from 1 to 12, and of a movable pointer as shown in the picture.

APOTHECARIES' GRADUATE.

A PATENT has been just issued to Thomas E. Ogrem, of Washington D. C., for an apothecary's graduate, the fluid-receiving portion of which is formed of a non-fragile and acid resisting material. It has transparent graduated sections whereby light is transmitted through the liquid.



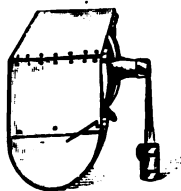
A NEW COLLAPSABLE TUBE.



IT consists of an inner tube of foil, an outer tube of stout paper, and a label which covers the entire tube. The several tubes are securely fastened to a head having a screw cap, and after the tube is filled the lower end is closed and sealed with a metallic clip, the lower end of the label being sealed in. It is being put on the market by the Boston Collapsible Tube Company, 29 High Street, Boston.

A ROCKER LID DEMIJOHN BOX.

THIS is a box made for encasing demijohns, and so constructed that the lid, which is made rounding as in cut, may be thrown back so as to form a rocker on which the remainder of the box containing the demijohn may be gradually turned over until all the contents of the demijohn is emptied. It is manufactured by Messrs. W. Higham & Sons, of Philadelphia.



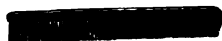
IMPROVED ICE-PICK.



AN ice-pick is such a simple instrument that it seems as if one must necessarily be much like another. This is not so, for even ice-picks, like stars, differeth one from another in glory. The ice-pick here represented is made of tempered steel ground to a point as sharp as a needle. It can be used practically without effort, and its sharpness and weight make it possible to use it without noise and so as to avoid all chipping and flying of the ice. The handle is of nickel-plated metal, and so shaped that it may be used to crack the ice, while at the same time it prevents the pick from rolling.

A COMB BRUSH.

THE combination of a comb and hair-brush, as shown in the accompanying cut, is the result of an idea that originated within the brain of an Englishman. We fear its sales will not be sufficient to satisfy the hopes of its inventor. The comb part is all right, but a hair-brush with a single row of bristles is of doubtful utility, except among a race of bald heads who would have no use for the other end.



PERFECTION BREAST PUMP.



THE construction of the new breast-pump, manufactured by Messrs. John M. Maris & Company, of New York, is well shown in the illustration. The especial advantages claimed for it are the ease with which it may be cleaned, the fact that it will stand up of its own accord whether full or empty, its strength and its moderate price.

OUR FIRST NOTICE.

THE SPATULA is the title of a new class publication that has just appeared in Boston. It aims to be of practical interest to the drug trade, and certainly if its promises are fulfilled it will accomplish a great deal of good. The specimen pages of the first number are bright and interesting.—*The Fourth Estate*.

MANUFACTURERS AND WHOLESALERS.

Messrs. William L. Strauss & Co., Druggists' Specialties, of 27 Warren St., New York, are placing on the market a novelty in the way of aluminum combs.

The Laclede Medicine Company, with a capital of \$10,000 all paid, was recently incorporated in St. Louis, Mo., by August T. Kessler, William F. Klusneyer and Hallie Dawkins.

The Meyer Publishing Company was recently organized in St. Louis with a paid-up capital. The incorporators are H. M. Whelpley, Theo F. and Christian F. C. Meyer of the Meyer Bros. Drug Company.

James W. Tufts has bought by auction, under foreclosure of mortgage, the plant of the Low Art Tile Company, of Buffalo, including stock, machinery, tools, fixtures, etc. Mr. Tufts will remove this entire property to Boston.

The Chocolat Menier Company are placing on the market in this country, through their United States director, M. Edw. Bertault, new goods called "croquettes" and "pastilles" designed especially for druggists who handle a superior class of confections.

The name of the E. M. Johnson Company, of New York, has been changed to the C. R. Parmelee Company, for the purpose of avoiding the confusion of the former name with that of Messrs. Johnson & Johnson of the same city. The personal composition and business of the company remain the same as heretofore.

The city of Carlsbad, through the Eisher & Mendelson Co., representing said city for the United States of America, has brought an action in the United States Court against Kutnow Bros. of New York, for selling an artificial and spurious imitation of the genuine imported Carlsbad Salt, as "Improved Carlsbad Powder."

The Florence Manufacturing Company, of Florence, Mass., publish a new illustrated circular, free to any druggist, descriptive of their handsome "cosmeon" goods, which are made of pure aluminum. The brushes, combs and trays are bound to be good sellers during the holidays, and it behooves wide-awake druggists to investigate at once the prices.

Messrs. Schering & Glatz, New York, are the sole agents for the Diphtheria Antitoxine Solution (Schering), which has recently been brought into such favorable notoriety by its successful use in New York City as well as abroad. It is prepared in the bacteriological department of the Chemische Fabrik auf Actien (formerly E. Schering), of Berlin, Germany, under the supervision of Hans Aronson, M.D.

The Liquid Food Company has been incorporated at New York with a capital of \$350,000. It will manufacture all kinds of liquid foods, and more especially ale and beef peptonized. The capital stock is divided into shares of \$100 each, Arthur J. Bradley and Matthew J. Coleman jointly subscribing for 3,475, and the directors for five each. The directors of the company are Walter S. Hicks, Henry A. Mott, E. A. Hoyt, F. W. Jones and G. Hinman, of New York City.

An extremely artistic circular is soon to be issued by James W. Tufts. It is being printed by the Forbes Lithograph Company. The former house has recently imported some magnificent hot-soda vases which were made to its order in Japan. They measure three feet in height and are decorated with flower designs in gold and blended colorings, the general effect being such as the Japanese alone can produce.

Messrs. E. Fougere & Co., of New York, have just issued a revised price list of their French filters (Prat Dumas). Round, gray filters, in packs of 100 sheets are now sold at the following prices:

No. 15.	6 inches in diameter,	\$0.16
" 19.	8 " "	.19
" 25.	10 " "	.25
" 33.	13 " "	.35
" 40.	15 " "	.46
" 45.	18 " "	.52
" 50.	20 " "	.62

The Crown Perfumery Company, of London through its New York attorneys, has brought action in the United States Court against a Baltimore firm for infringement of its two trade marks, "Crab Apple Blossoms" and "Lavender Salts," with claim for damages, and warns all persons making or selling perfumes or salts which counterfeit these trademarks, that they are liable to prosecution for so doing.

Druggists writing to any firm mentioned in this column are requested to mention THE SPATULA.

A WORD TO THE WISE.

The placing upon the market of inexpensive sterilizers is sure to greatly stimulate the demand for these apparatus. It by no means follows that because simpler and less costly sterilizers may be bought for a dollar or so, that the demand for the more expensive ones is to fall off correspondingly.

On the contrary, the more popular the sterilizer becomes the more will be sold of all varieties. Those who can afford to pay only a dollar will buy an apparatus corresponding to their pocket-books, and those who are always able to purchase the most expensive goods will not hesitate to pay three or four dollars for what they want.

The fact to be borne in mind is that the lowering of the price at which it is going to be possible to purchase sterilizers is sure to result, as in the case of hot water bags, which at first were retailed as high as from \$2.50 to \$3.00 a piece, in greatly increasing the volume of business done in the goods.

The wide-awake druggist will find it money in his pocket to appreciate the situation to anticipate the increased demand and to do all in his power to aid in the popularizing of the sterilizer in his particular locality.

A TWO-SIDED QUESTION.

A correspondent writes us from St. Louis as follows: "I should like to see an article written by some one of your able correspondents on the subject of manufactured prescriptions, as I find they are growing more and more in the jobbing trade and are reducing the profit of the regular prescriptions that the physicians used to write. There used to be some science in combining prescriptions, which the new generation will

entirely forget. The druggist knows what a thousand tablets, or pills, or triturates cost and what margin there is for profits on such prescriptions. I think something ought to be done by the retail druggists to discourage the sale of manufactured prescriptions."

The columns of the SPATULA are open to a fair discussion of this question. Our correspondents are requested, however, to confine themselves to as few words as possible, and above everything else, upon whichever side they write, to "keep sweet."

SUCH SUBSTITUTION ILLEGAL.

A CASE at law of interest to the trade was that of the Iron Malt Chemical Company *vs.* John F. Morrissey, which was finally decided in the New York Court, Sept. 17.

The action was brought to restrain the defendant, who is a druggist at 351 Fulton Street, Brooklyn, N. Y., from unlawfully using the plaintiff's name and trade mark "Magic Iron Tone" in the sale of tonic beverages. The plaintiff's papers showed that it is, and since January, 1891, has been placing upon the market the proprietary remedy or prepared soda beverage known as "Magic Iron Tone," and that it has been the practice of the defendant for several years past to make up a liquid of his own and put it into bottles having the label of the plaintiff on them, and sell the same over his counter from such bottles whenever "Magic Iron Tone" was called for.

These facts were shown by the testimony of Adam H. Jones, former head drug clerk of said Morrissey, and James B. Ryan, also a former drug clerk of defendant and who is now employed by the Bolton Drug Co., corner Fulton and Clinton Streets, Brooklyn.

These witnesses were ordered to appear to be examined before a referee, and on such examination the facts regarding the defendant's unauthorized use of plaintiff's name and trade mark were brought out. A motion for an injunction to restrain defendant from his further use of said trade mark came up before the Supreme Court, and was granted, the defendant having failed to appear to oppose the motion.



The Universal Favorite.

I'm glad that winter's coming on,
That summer's heat is o'er;
For Mary Jane will now come back,
And love her Tom once more.

For when it's summer there's a man
Much nearer Mary's heart, —
It is the drug-store chap that runs
The soda-water part.

JOHN P. LYONS.

A PRIVILEGE OF THE PROFESSION.

"As I was going by Druggist Schmidtbaum's house last night, I heard him licking his wife."

"That's all right!"

"What do you mean by 'that's all right?'"

"Why, he has a liquor license."

A POSTAGE-STAMP JOKE.

Mrs. Bargainhunter. — That "Reduced Price Drug Store" is a regular swindle.

Mrs. Greyneck. — What makes you think so?

Mrs. Bargainhunter. — Why they advertised a 25 per cent. reduction on everything, and I bought some things there, and they charged just as much as the highest priced place in town.

Mrs. Greyneck. — I want to know; what did you get?

Mrs. Bargainhunter. — Some postage stamps.

A FIT SUBJECT.

Young Papa Softpate. — Have you any infant's food?

Clerk. — Yes.

Softpate. — Is it weal, weal good?

Clerk. — The best thing there is.

Softpate. — You'ah quite, quite suah about it?

Clerk. — I've sold a thousand bottles of it.

Softpate. — Well, you may give me a bottle.

Clerk. — Shall I do it up, or do you want to take some now?

TAKE CARE OF NUMBER ONE.

The attention of our readers is called to the full page portrait of the late Joseph Burnett, published in this number. It is by far the best and most artistic picture of Mr. Burnett that has yet been published. Other equally as good full-page portraits will be printed from time to time. Subscribers are, therefore, advised to preserve their copies as they will, when bound, make a very handsome illustrated volume. We can not promise to supply duplicates for any length of time.

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Notices inserted in this department at 50 cents per line.

LARGE cabinet photographs of the cat in the mortar playing with the pestle, from one of which the half-tone picture shown on another page was made, may be obtained by mail from Mr. Chas. A. Miller, 1 Blue Hill Ave., Roxbury, Mass., at 25 cents each.

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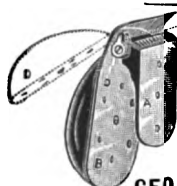
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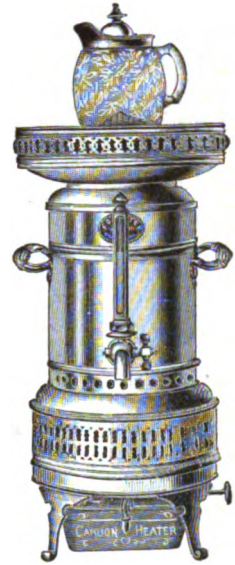
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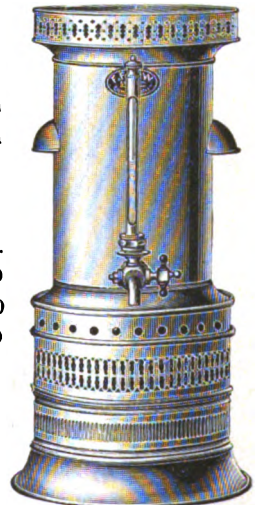
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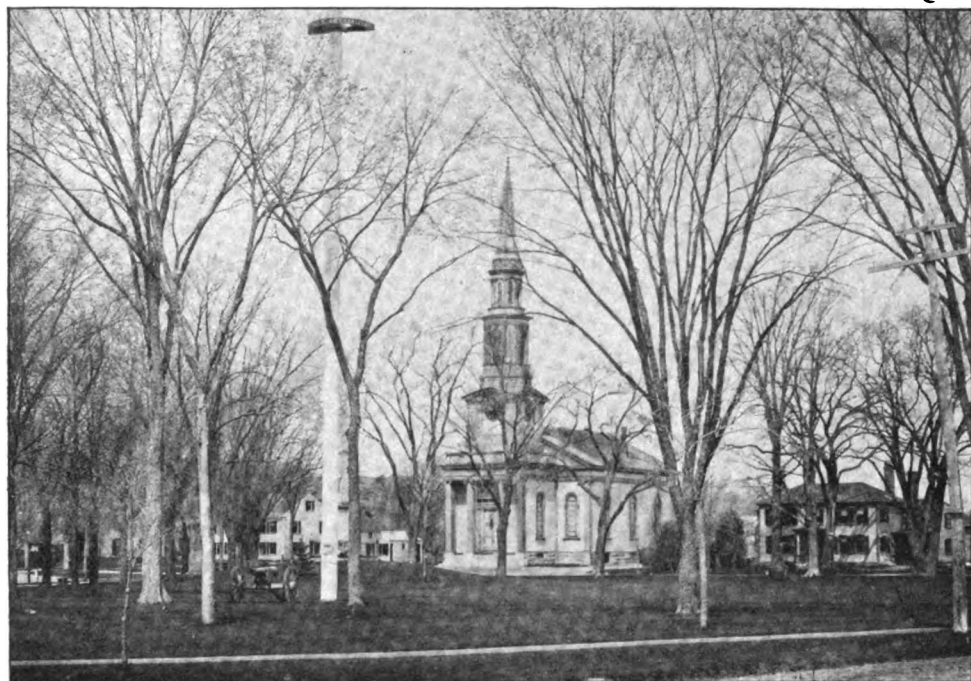


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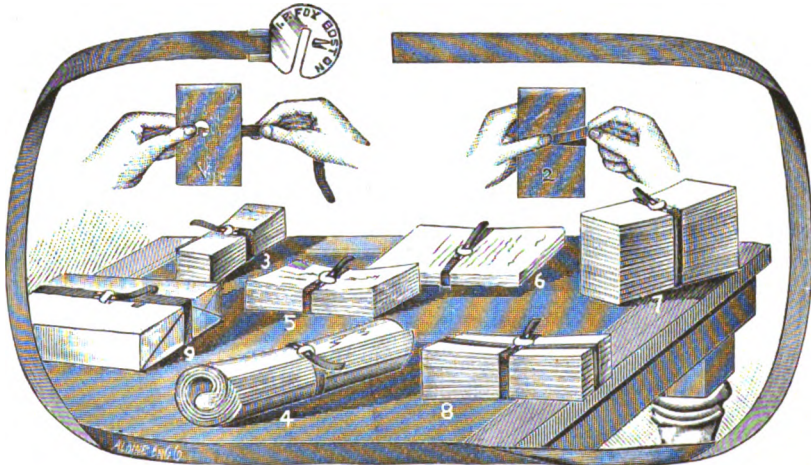
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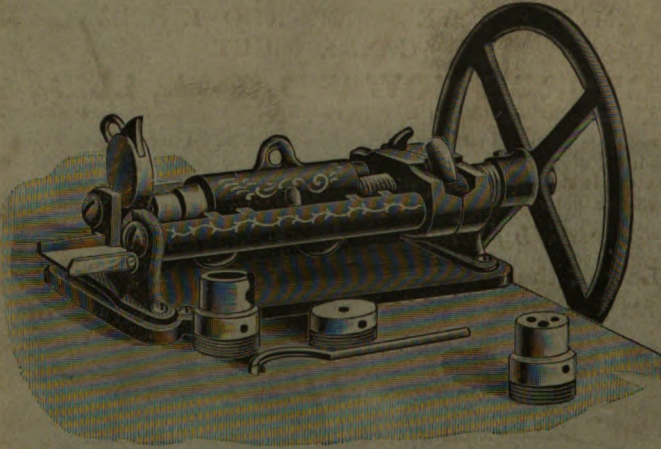
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